

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) An system-apparatus comprising:
a processor;
a memory having stored therin computer executable instructions, that when
executed by the processor, cause the apparatus to perform a method of:
receiving a video transmission;
morphing an interactive channel bug into the received video transmission,
wherein the morphing also allows the interactive channel bug to start flashing
upon display;
transmitting the received video transmission with the interactive channel
bug to a display device,
wherein the interactive channel bug is used to facilitate
interactivity without the need for tuning to a dedicated channel associated
with interactive services.

a display; and
a receiver to receive a broadcast and, in accordance with computer-readable
instructions executed by the receiver, to morph an interactive channel bug into the received
broadcast without user intervention, the interactive channel bug to facilitate interactivity without
the need for tuning to a dedicated channel associated with interactive services, and to provide the
received broadcast and the interactive channel bug to the display.

2. (Currently Amended) The system-apparatus of claim 1, wherein the interactive
channel bug is a graphical object.

3. (Currently Amended) The system-apparatus of claim 2, wherein the graphical
object includes an interactive broadcast-video transmission channel branding logo.

4. (Currently Amended) The system-apparatus of claim 1, wherein the receiver interactive channel bug is selectively causes the interactive channel bug to appear or morphed.

5. (Currently Amended) The system-apparatus of claim 1, wherein the interactive channel bug is a launching point for interactive services.

6. (Currently Amended) The system-apparatus of claim 1, wherein the interactive channel bug launches a functionality determined by a broadcaster-video transmitter or network operator, the functionality capable of changing over time.

7. (Currently Amended) The system-apparatus of claim 1, wherein the form of the interactive channel bug is to change to indicate the availability of new interactive services.

8. (Currently Amended) The system-apparatus of claim 7, wherein a changed form of the interactive channel bug indicates the availability of interactive services associated with the broadcastvideo transmission.

9. (Currently Amended) The system-apparatus of claim 7, wherein a changed form of the interactive channel bug indicates the availability of interactive services associated with a purchase of products or services.

10. (Currently Amended) A method for a display system comprising:
receiving a broadcastvideo transmission;
receiving an interactive channel bug;
morphing, according to computer readable instructions executed by a receiver at which the broadcast is received, the interactive channel bug into the broadcastvideo transmission

in the receiver without user intervention, wherein the morphing also allows the interactive channel bug to start flashing upon display and wherein the interactive channel bug is used to facilitate interactivity without the need for tuning to a dedicated channel associated with interactive services; and

providing transmitting the broadcast video transmission and with the interactive channel bug to a the display system.

11. (Currently Amended) The method of claim 10, wherein the providing of the broadcast video transmission and interactive channel bug includes providing the interactive channel bug as a graphical object.

12. (Currently Amended) The method of claim 11, wherein the graphical object includes an interactive broadcast video transmission channel branding logo.

13. (Original) The method of claim 10, further comprising selectively causing the interactive channel bug to appear.

14. (Currently Amended) The method of claim 10, further comprising launching a functionality determined by a broadcast video transmitter, the functionality capable of changing over time.

15. (Original) The method of claim 10, further comprising indicating an availability of new interactive services by changing a form of the interactive channel bug.

16. (Currently Amended) The method of claim 15, further comprising indicating an availability of interactive services associated with the broadcast video transmission by the changed form of the interactive channel bug.

17. (Original) The method of claim 15, further comprising indicating an availability of interactive services associated with a purchase of products or services by the changed form of the interactive channel bug.

18. (Currently Amended) A machine-readable storage medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

receiving a ~~broadcast~~video transmission;

receiving an interactive channel bug;

~~morphing, according to computer readable instructions executed by a receiver at which the broadcast is received, the interactive channel bug into the ~~broadcast~~video transmission in the receiver without user intervention, wherein the morphing also allows the interactive channel bug to start flashing upon display and wherein~~ the interactive channel bug is used to facilitate interactivity without the need for tuning to a dedicated channel associated with interactive services; and

~~providing transmitting the ~~broadcast~~video transmission and with~~ the interactive channel bug to a display system.

19. (Previously Presented) The machine-readable medium of claim 18, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: providing the interactive channel bug as a graphical object.

20. (Currently Amended) The machine-readable medium of claim 19, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: providing the graphical object as an interactive ~~broadcast~~video transmission channel branding logo.

21. (Currently Amended) The machine-readable medium of claim 1718, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: selectively causing the interactive channel bug to appear.

22. (Currently Amended) The machine-readable medium of claim 1718, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: launching a functionality determined by a ~~broadcast~~video transmission,

the functionality capable of changing over time.

23. (Currently Amended) The machine-readable medium of claim 17/18, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: indicating an availability of new interactive services by changing a form of the interactive channel bug.

24. (Currently Amended) The machine-readable medium of claim 23, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: indicating an availability of interactive services associated with the broadcast-video transmission by the changed form of the interactive channel bug.

25. (Previously Presented) The machine-readable medium of claim 23, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: indicating an availability of interactive services associated with a purchase of products or services by the changed form of the interactive channel bug.

26-28. (Cancelled)

29. (Currently Amended) A method for providing interactive content comprising:
capturing and analyzing a video stream to locate a non-interactive broadcast-video transmission bug;
determining a position of the non-interactive broadcast-video transmission bug;
aligning, according to computer-readable instructions executed by a receiver at which the video stream is received, an interactive bug over the non-interactive broadcast-video transmission bug at the position in the receiver without user intervention, wherein the interactive bug is configured to facilitate an online poll; and
displaying the interactive bug over the broadcast-video transmission bug within the video stream.

30. (Previously Presented) The method of claim 29, further comprising: interacting

with content using the interactive bug.

31. (Previously Presented) The method of claim 29, wherein the content is enhanced, interactive television (TV) content.